

# ecomConnect Day

## E-commerce, economic recovery & AfCFTA

Thursday, June 4 2020

E-commerce is emerging as one of the key priorities for policymakers and business people alike in the response to COVID-19. Online ordering has provided a vital supply channel for many, and has preserved jobs even while large sections of the economy have been shut down.

For developing and least developed countries, already behind in adopting e-commerce, the need to accelerate digital transformation is apparent: the economic consequences of the crisis demand ambitious solutions including innovative measures to promote inclusive access to the digital economy and its power to create opportunities and jobs.

### Time to reflect and prepare

ITC is hosting a day of conferences and workshops to provide practical recommendations that can set a framework for action in 2020, provide a platform for testimonial from the private sector and demonstrate research and services to policymakers and the business community.

The day begins with two thematic panels in the morning – the first considering the implications of the AfCFTA on e-commerce, the second on inclusivity and recovery.

The afternoon will propose a series of technical workshops on how to address particular aspects of e-commerce – for entrepreneurs and business support organisations.

### Register here

<https://bit.ly/2LYFz6>



Visit our e-commerce  
community platform  
[ecomconnect.org](https://ecomconnect.org)



Learn about the ITC  
ecomConnect programme  
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# ecomConnect Day

## Thursday, June 4 2020

### Morning: thematic panels

10.00-11.30  
(CET)

#### **Africa, the AfCFTA and e-commerce\***

How relevant is e-commerce to the economy of Africa and its economic integration? This session will review the how inclusion of e-commerce within the AfCFTA negotiations has implications for policymakers and the private sector, and why this takes a higher level of urgency and importance in the context of the Covid-19 pandemic.

**Mr. Wamkele Kene**, Secretary General, AfCFTA

**Mr. Albert Muchanga**, Commissioner for Trade and Industry, AUC

**Mrs. Louise Mushikiwabo**, Secretary General, OIF

**Mrs. Dorothy Tembo**, Executive Director ad interim, ITC

\*More speakers to be confirmed

Moderator: UNECA

11.30-13.15  
(CET)

#### **E-commerce: inclusivity and economic recovery\***

This session will explore how e-commerce can be relevant in offering widespread and accessible opportunity to disadvantaged communities in Africa and beyond. Speakers from the private sector will explain how e-commerce firms and entrepreneurs have reacted to the crisis and offer recommendations for navigating the post crisis period.

**Mr. Anders Ageroe**, Director, Division of Enterprises and Institutions, ITC

**Mr. David Luke**, Coordinator of the African Trade Policy Centre, UNECA

**H.R.H. Princess Abze Djigma**, Special Envoy of the President of Burkina Faso for SDGs and Climate Change, Chair H.R.H. Princess Abze Djigma Foundation

**Mr. Daniel Yu**, Founder & CEO, Sokowatch, Kenya

**Mr. Francis Nkurunungi**, COO and Co-founder, Xente, Uganda

**Mr. Daniel Annerose**, CEO, Manobi, Senegal

**Mrs. Esther Asante**, Managing Director, OTI, Ghana

**Mr. Rezwanul Haque Jami**, Head of e-commerce, EK Shop, Bangladesh

Moderator: **Mr. James Howe**, Senior Adviser Marketing and Branding, ITC

Event opening remarks: **Mrs. Aissatou Diallo**, Country Manager, ITC

Organizers:

United Nations Economic Commission for Africa (UNECA)

African Trade Policy Centre (ATPC)

Institute for Economic Development and Planning (IDEP)

International Trade Centre (ITC)

*All webinars are scheduled in  
the Central European Time zone*

*\*Simultaneous translation into  
French available*

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### Afternoon: technical workshops

13.30-14.00 (CET)



ecomConnect

**ecomConnect**

E-commerce team at the  
International Trade Centre

#### E-commerce response to COVID 19: 10 practical responses from the ecomConnect community

This session will present key findings from a worldwide survey conducted through the ecomConnect platform and consultation with a selected group of experts and entrepreneurs on the lessons and immediate recommendations for small businesses.



**Carmen Gereă**  
UX Researcher &  
Service Designer

14.00-15.00 (CET)

#### Market research for e-commerce: find profitable niche markets through keyword research

This session will help you understand where to find information on niche markets with a high demand and relatively low competition for your products or services.



**Rashina Gajjar**  
Copywriter and  
Messaging Strategist

15.00-16.00 (CET)

#### E-commerce content strategy: ensuring that your company and its products are attractive to customers online

Having great content that showcases your company and its products is the basis of all e-commerce. This session will show you how to set up and manage a content strategy for e-commerce: introducing and revising the basics and offering some advanced tips on how to optimize your content for search engines



**Chris O'Shea**  
Marketing Expert

16.00-17.00 (CET)

#### E-commerce logistics: opening the potential for effective local and international deliveries

This session considers how logistics and transportation can be an enabler for e-commerce entrepreneurs to deliver goods in domestic and international markets, offer great service including the possibility of returns.



**Famke Schaap**  
Trade & Impact Adviser

17.00-18.00 (CET)

#### International e-commerce: understanding the tax and duty implications of selling goods across borders

We examine how taxes and duties are treated on e-commerce goods and the implications for small business wanting to access international markets. A particular focus is given to the EU and US markets from the point of view of sellers from other regions.

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